Health Communication
Bachelor of Science (BS)

Health communication is one of the most rapidly growing and exciting areas in the healthcare field. The National Communication Association defines Health Communication as the “study of communication as it relates to health professionals and health education, including the study of provider-client interaction, as well as the diffusion of health information through public health campaigns.” The Center for Disease Control and Prevention states that it is “a transdisciplinary field that is integral to a variety of other fields, including public health, healthcare, global health and community development. Health communication is the field of theory, research, and practice which studies and uses communication strategies, methods, programs, and interventions as a means to inform and influence individual and community decisions that enhance health.” Southeast’s Communication Studies & Modern Languages’ department is excited to offer this interdisciplinary major.

Becoming Career Ready...

/ Highly-trained, highly active faculty interact with students to teach in state-of-the-art facilities in Academic Hall, examining the latest developments in this content area.

/ Health Communication graduates work in the insurance industry, hospital settings, private medical practices, and non-profit organizations. They may work with individuals or the community, on media and literacy campaigns or in employee training and development. Examples of job titles include technical medical writer, health journalist, patient advocate, patient satisfaction specialist, volunteer coordinator, media or community relations director.

/ Students are engaged throughout the health communication curriculum to develop a theoretical knowledge base, as well as practical skills, to pursue various career trajectories.

/ 100% of Southeast programs offer real-world experience. Health communication students earn this experience through a required internship.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests, and skills to jobs and opportunities in the industry. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Health Comm Students Enjoy Various Employment Opportunities:

- Healthcare training specialist
- Health website designer
- Healthcare human resource manager
- Nonprofit organization and social services management
- Patient and family advocate
- Patient educator
- Healthcare navigator
- Volunteer coordinator
- Community health worker
- Medical devices representative
- Public health campaign designer and evaluator
- Healthcare public relations and marketing
- Communication consultant for healthcare providers

Our Health Comm Students Have Interned With:

- Ascension (St. Louis)
- Cape Town Senior Living
- Community Partnership of Southeast Missouri
- Compass Health Network (Osage Beach)
- Jackson R2 School District Foundation
- Medical Transportation Management, Inc. (St. Louis)
- NubAbility Athletics Foundation (Illinois)
- Parc Provence Assisted Living (St. Louis)
- PC Wellness Centers
- Saint Francis Healthcare System
- Simply Fitness
- Southeast HEALTH
- SE Missouri Network Against Sexual Violence
- SE Missouri State University Recreation Services

Southeast Health Communication students enjoy numerous internship opportunities due to Cape Girardeau, Missouri, being the largest medical hub between St. Louis, Missouri and Memphis, Tennessee.

Note: Many of our students have gone on to nursing school or graduate school. Several have accepted positions where they have interned.

Transfer and Dual Credit Students
If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit
This is a guide based on the 2020-2021 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

**CURRICULUM CHECKLIST**

**Core Courses – 36 Hours Required – Minor required**

- HA200 Management of Healthcare (3)
- HA685 Healthcare Marketing (3)
- HL113 Medical Terminology (3)
- HL320 Community Health (3)
- PY555 Health Psychology (3)
- SC001 Exit Interview (0)
- SC215 Intercultural Communication (3)
- SC301 Foundations of Health Communication (3)
- SC335 Interviewing: Principles and Practices (3)
- SC320 Group Communication and Decision Making OR
- SC510 Leadership and Team Building (3)
- SC483 Internship in Communication Studies (3)
- SC560 Organizational Communication OR
- UI425 Persuasion (3)
- UI345 or SC560 or UI425 (3)

**Required Support Courses**

Some courses fulfill General Education requirements.

- CP124 Children’s Health, Nutrition and Safety OR
- FN205 Nutrition for Health (3)
- EN140 Rhetoric & Critical Thinking (3)
- HL120 Health Perspectives (3)
- MC101 Mass Communication and Society (3)
- SC105 Fundamentals of Oral Communication OR
- SC155 Interpersonal Communication (3)
- UI345 Nonverbal Communication (3)
- UI552 Medical Ethics (3) OR
- SC491 Investigating Communication (3)
- UI412 American Healthcare Systems and Issues (3)

**Suggested Electives:**

SC200 Advanced Public Speaking; SC314 Argumentation and Problem Solving
SC355 Relational Communication; SC360 Experiential Projects in Communication; SC330 Corporate Communication; SC490 Dark Side of Interpersonal Communication; MC310 Advertising Communication Strategies; MC312 Advertising Creative Concepts

**Minor Required**

Consider choosing from the following:

- Autism Studies Marketing (Marketing Management)
- Business Administration Mass Communication (Advertising)
- Child Development Nutrition
- Family Studies Psychology (All Options)
- Gerontology Public Administration
- Health Management Entrepreneurship Religion
- Health Promotion Social Rehabilitation and Treatment
- Human Resource Management Spanish for Health Professionals
- Information Systems Substance Abuse Prevention

**General Education Requirements** – some requirements may be fulfilled by coursework in major program:

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

**SAMPLE FOUR-YEAR PLAN**

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**FIRST YEAR**

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**FOURTH YEAR**

**Degree requirements for all students:** a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.